



Baton Rouge, LA

- In 2012, the Baton Rouge metropolitan area was the 45th largest export market in the United States, with merchandise shipments totaling \$5.8 billion. This is up \$956 million (19.6 percent) from the \$4.9 billion in merchandise exported in 2011.
- The Baton Rouge metropolitan area accounted for 14.9 percent of Louisiana's merchandise exports in 2012.
- Counties from the Baton Rouge metropolitan area that reported exports in 2012 included: Iberville Parish (\$1.3 billion), Ascension Parish (\$926 million), West Baton Rouge Parish (\$732 million), Livingston Parish (\$63 million), West Feliciana Parish (\$20 million), East Feliciana Parish (\$2 million), Pointe Coupee Parish (\$2 million). The following counties recorded exports, but the values are suppressed due to federal disclosure regulations: East Baton Rouge Parish, St. Helena Parish.
- For the top 50 U.S. merchandise export destinations, Baton Rouge ranks among the major metropolitan area exporters to Canada (\$649 million), Mexico (\$576 million), Brazil (\$541 million), China (\$480 million), and the Netherlands (\$461 million).
- Baton Rouge ranks among the major metropolitan area exporters of Chemicals (\$3.9 billion), Petroleum and Coal Products (\$1.6 billion), Primary Metal Manufacturing (\$69 million), Computer and Electronic Products (\$47 million), and Fabricated Metal Products (\$40 million).
- In 2012, Baton Rouge benefited from existing trade agreements, exporting \$1.2 billion to the NAFTA region and \$214 million to the CAFTA-DR region.
- 21.0 percent of Baton Rouge's merchandise exports go to NAFTA countries.

TOP SECTORS			TOP COUNTRIES		
Sector	Value	Share	Country	Value	Share
Chemicals	\$3.9 billion	66.7%	Canada	\$649 million	11.1%
Petroleum and Coal Products	\$1.6 billion	27.8%	Mexico	\$576 million	9.9%
Primary Metal Manufacturing	\$69 million	1.2%	Brazil	\$541 million	9.3%
Computer and Electronic Products	\$47 million	0.8%	China	\$480 million	8.2%
Fabricated Metal Products	\$40 million	0.7%	Netherlands	\$461 million	7.9%

Note: The order in which counties, sectors, and countries are displayed does not necessarily reflect the true rank ordering. The suppressed data may, in fact, be rightfully anywhere in the ranking.

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The Metropolitan Export Series is a product funded and developed by the International Trade Administration utilizing data from the U.S. Census Bureau. Merchandise export totals are available for 367 metropolitan areas beginning in 2005 through 2012. For additional information and to view the complete data series and methodology, visit www.trade.gov/metrodata.